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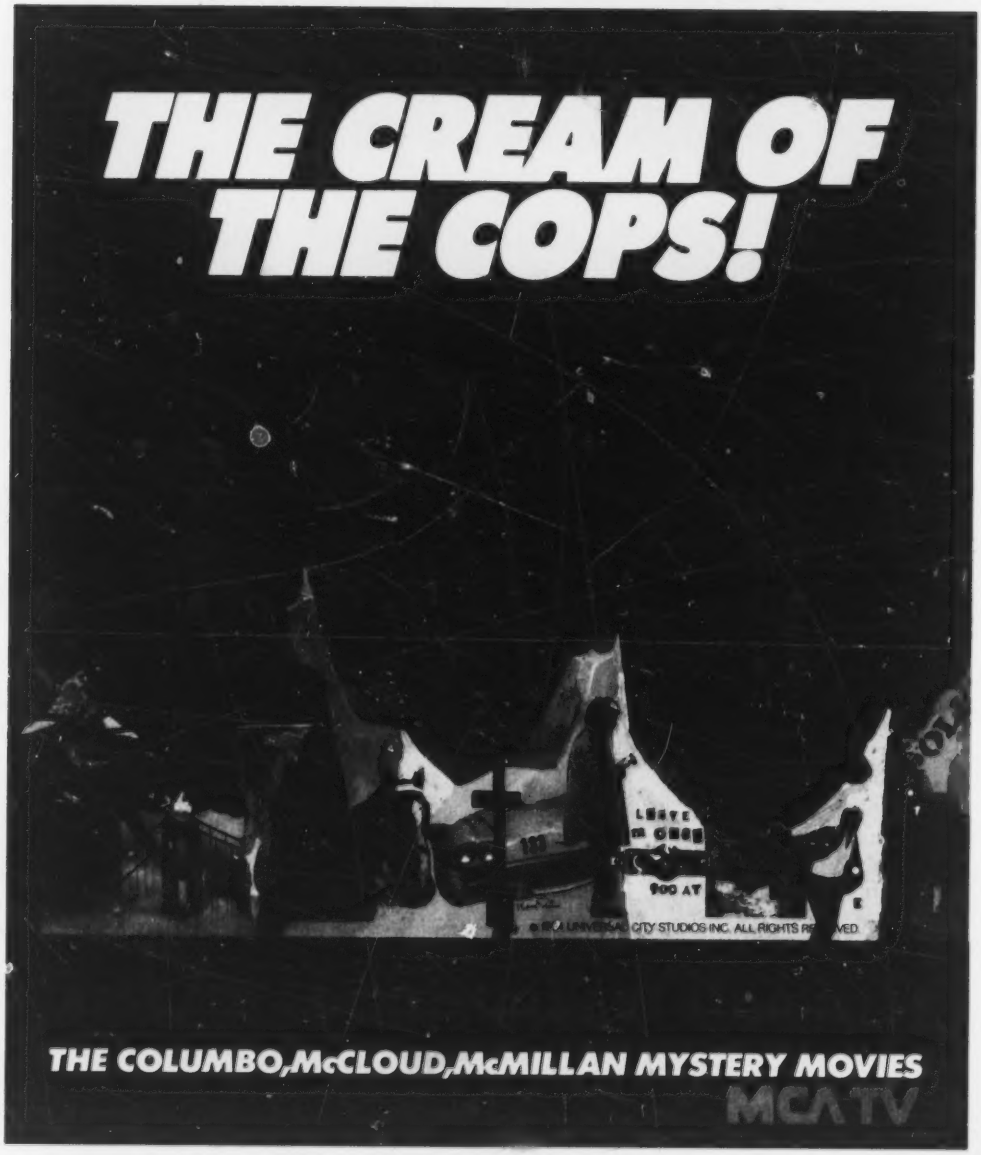
The Fifth Estate

Broadcasting Mar 19



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53d Year 1984

AM stereo

Vol. 106 No. 12

Broadcasting Mar 19

Networks cautious with Super Tuesday projections
Mulholland steps down at NBC
Manufacturers key to AM stereo resolution

SUPER TUESDAY □ Hart-Mudd interview, cautious projections define Super Tuesday of primaries, caucuses. **PAGE 31.**

DEREG TURN □ While NAB pins its deregulation hopes on parent committee, Telecommunications Subcommittee members plan to draft bill. **PAGE 33.**

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AMERICA ON PARADE □ CBS's new prime time show to feature country's famous and not-so-famous. **PAGE 61.**

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UP TO THE MANUFACTURERS □ It appears manufacturers will be key in who wins the AM stereo battle. **PAGE 84.**

ENGINEERING SUCCESS □ Bill Connolly, Sony Broadcast Products president and veteran CBS engineer, combines technical expertise with a fascination for the application of new technology. The result has been broadcasting's boon. **PAGE 109.**

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promoted in two-week flight beginning April 24 in 23 markets. Commercials will air in daytime and evening news, Tuesday through Friday. Target: women, 25-54. Agency: AC&R Advertising, New York.

RADIO ONLY

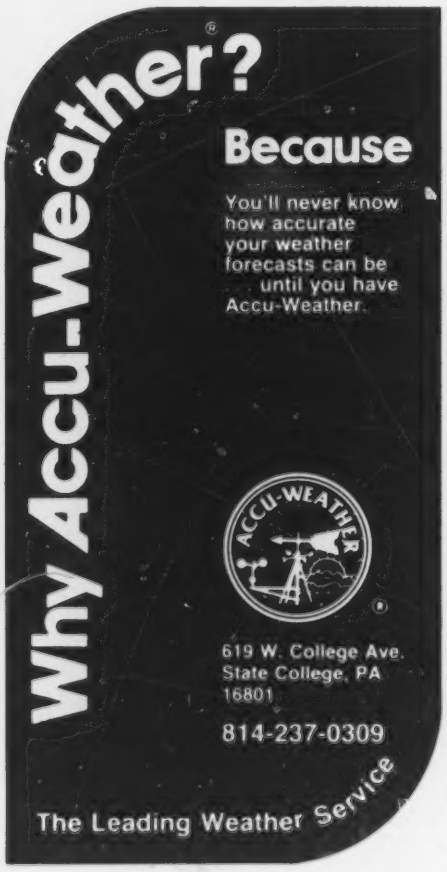
Michigan Apple Committee □ Two-week flight is scheduled in 17 Midwest markets to promote consumption of apples, beginning April 2. Markets include Chicago, St. Louis, Nashville and Oklahoma City. Commercials will run in all dayparts. Target: women, 25-54. Agency: Baker, Abbs, Cunningham & Klepinger, Birmingham, Mich.

Beiersdorf Inc. □ Following completion of test last summer on Nivea After-Sun lotion in California, company is introducing product this spring on spot radio in 12 major markets. Flight will begin in April with two-to-three-week flights throughout summer. Product will also receive exposure on regional and national television. Commercials will be carried in all dayparts. Target: women, 18-plus. Agency: Posey, Parry & Quest, Greenwich, Conn.

RADIO AND TV

Valvoline Oil Co. □ Campaign will be conducted in about 33 markets on radio and 40 on television for four to seven weeks, beginning in mid-March, late April and mid-May. Markets include Dallas, Detroit, Los Angeles, Milwaukee and Pittsburgh. Commercials will run in all dayparts on radio and in news, early and late fringe and sports on TV. Target: men, 18-49. Agency: Fahlgren & Ferris, Cincinnati.

Marriott □ Great American Theme Park in Gurnee, Ill., will be promoted in second quarter, beginning mid-May in five Midwest markets including Chicago and Madison and Green Bay, both Wisconsin. TV and radio buys will be made in various dayparts. Target: teen-agers and adults, 12-34. Agency: Smith Burke Azzam, Baltimore.



AdVantage

Spot numbers. Expenditures in national and regional spot television climbed by 10% in 1983 to $3,675,577,100, according to Television Bureau of Advertising. Leading list of spot TV advertisers was Procter & Gamble, with more than $229 million, up 28% from last year. It was followed by General Mills, with almost $88.8 million, up 19%; General Foods Corp., slightly more than $73 million, up 3%, and PepsiCo, with almost $73 million, up 25%. Information released by TVB is based on Broadcast Advertiser Reports figures. Largest percentages gains were made by spot TV advertisers including GTE Corp., up 98% to $31.1 million; Ford Motor Co., up 69% to $38.1 million; Philip Morris Inc., up 43% to $48.9 million, and MCI Communications, up 39% to almost $29.3 million.

Company	*1983*	*1982*	*% change*
1. Procter & Gamble	$229,251,800	$179,468,100	+28
2. General Mills	88,792,700	74,762,400	+19
3. General Foods	73,018,400	70,802,500	+ 3
4. Pepsico Inc.	72,778,200	54,003,700	+35
5. AT&T	71,075,700	62,044,200	+15
6. Coca-Cola	68,406,800	51,717,800	+32
7. Lever Brothers	55,791,500	43,761,500	+27
8. Anheuser-Busch	51,002,000	39,703,800	+28
9. Philip Morris	48,909,000	34,220,900	+43
10. Mars Inc.	43,332,300	46,506,200	− 5
11. Nissan Motor Co.	43,116,900	35,289,100	+22
12. Dart & Kraft	42,572,600	64,275,700	−34
13. Toyota Motors Sales Co.	42,505,600	44,762,100	− 5
14. Warner-Lambert Pharmaceutical	39,229,800	32,818,800	+20
15. Ford	38,130,300	22,602,400	+69
16. Kellogg Co.	34,130,800	30,053,500	+14
17. Nestle S.A.	32,186,000	28,556,300	+13
18. American Home Products	31,896,800	36,682,900	−13
19. GTE Corp.	31,126,300	15,742,600	+98
20. Colgate Palmolive Co.	29,596,100	23,877,200	+24
21. MCI Communications	29,259,800	21,096,200	+39
22. Time Inc.	28,624,400	28,200,200	+ 2
23. Beatrice Foods	26,323,800	20,415,400	+29
24. A.H. Robins Co.	26,316,300	22,484,900	+17
25. General Motors	25,672,200	27,232,100	− 6

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

□

Mondale's beef. "We're quite flattered" is word from Wendy's International spokesperson on presidential candidate Walter Mondale's use of Wendy's commercial tag line "Where's the beef?" "We didn't know he was going to use it," he said, but political use has only added to commercial's immense popularity. Spokesman also reported that Mondale campaign personnel requested "Where's the beef?" T-shirts for Super Tuesday (March 13) activities. Wendy's complied, and then sent Hart camp "Here's the beef" T-shirts in gesture of equanimity.

□

MTV ad splurge. Warner Amex Satellite Entertainment Co. launches today, March 19, multimillion-dollar consumer advertising campaign in support of MTV: Music Television. Broadcast commercials will air on CBS-TV and NBC-TV and in major spot TV markets reaching 70% of cable homes. Cable buys are scheduled to begin in early April on cable systems not yet announced. News of campaign was reported last Wednesday (March 14) by Robert Pittman, executive vice president and chief operating officer of WASEC, during luncheon meeting of New York chapter of National Academy of Television Arts and Sciences. Pittman also traced growth of MTV over last three years, crediting success to company's ability to reach target audience of under 25 via fast-paced music, offbeat animation and graphics, attractive personalities, coverage of special events and targeted promotions and contests. MTV now has 19.3 million subscribers. Advertising campaign was developed by LPG/PON New York.

second spot in the second quarter selling for about $80,000, according to agency buyers. And if the program is to make it on the fall prime time schedule, most program buyers estimate it will take between a 25 and a 27 share before network executives give it the green light.

American Parade has been on the drawing board since last summer, and has passed through several revisions. Originally CBS News commentator Bill Moyers was proposed as a co-anchor with Kuralt, but Moyers turned it down because, according to one of the show's principals, "he thought it was going to be too light weight a program for his taste." Both Northshield and Kuralt dispute the "light weight" tag and express hope that Moyers will eventually contribute. "If we do see him," Kuralt said, "at first it will be connected with the primaries."

Kuralt will continue to anchor *Sunday Morning*. And he will also spend part of the week travelling the country for *On the Road*.

American Parade has gone through several drafts, a couple setbacks and talent switching. "We look back at the first *Sunday Morning* programs," Kuralt related, "and it's not very much like the shows we do now. I suppose *American Parade* will have a similar history." □

USFL shows ratings drop

Although numbers are off, spring football still bests competition

After three weeks of televised United States Football League action, ABC has averaged a 7.7/19, down from the three-week average one year ago when the network scored a 9.4/23. ESPN's three-week USFL ratings average came to a 3.6, compared to a 3.9 last year.

One reason for the drop in averages for both networks this year, at least in the early going, is because of the high sampling rates to the first couple of games last year, the USFL's first season. And although the averages are down, ABC soundly beat its network competition: CBS has average a 6.3/15 and NBC a 4.5/11, against USFL games, primarily with college basketball, other sports programs and sports anthologies.

ABC and ESPN signed two-year agreements with the league in mid-1982, with ABC's contract allowing Sunday afternoon regional and national coverage for the 18-week regular season and exclusive coverage of playoffs and the championship game. ABC's two-year agreement cost the network $18 million. ESPN is paying $11 million for its two-year pact of 36 games each year on Saturday and Monday evenings beginning at 8 p.m.

Keith Jackson and Lynn Swann are again ABC's primary announcing team, while Tim Brant and Lee Grosscup are doing the secondary telecasts. ESPN's Jim Simpson is doing the play-by-play for both Monday and Saturday games, while Paul Maguire is the analyst on Monday contests and Don Heinrich on Saturdays.

Among the ABC sponsors are Anheuser-Busch, Miller, Dodge, Ford, Chevrolet and AMC. ABC is offering about 30 minutes of advertising per game (compared to about 25 minutes for NFL games), with a 30-second spot for regular season contests priced at about $33,000, an increase of $3,000 over last year. Playoff 30's will cost $38,500 and 30-second spots in the championship game are priced at $66,000.

ESPN is offering 24 half-minutes of advertising in its USFL games. The network is charging $12,000 for each series of three 30-second spots—one to appear during the live cablecast with one additional spot for each

Tie for two in week 24

The prime time ratings for the week ended March 11 produced a tie for first place, the first of the 1983-84 season. ABC-TV and CBS-TV both turned in rating/share performances of 17.0/27. NBC-TV came in third with 13.4/21.

The week, the 24th of the season, also brought three series premieres: Norman Lear's ***a.k.a. Pablo*** on ABC on Tuesday at 8:30-9 p.m. NYT; ***Two Marriages*** (which had a short run last summer) on ABC on Thursday at 8-9, and ***Mama Malone*** on CBS on Wednesday at 8:30.

Of the three, ***a.k.a. Pablo*** came out ahead, scoring 14.9/22 and holding most of the audience provided by its lead-in, ***Foul-Ups, Bleeps & Blunders*** (15.1/23), but placing a distant second behind NBC's ***A Team*** (22.8/34). ***Mama Malone*** produced a 13.1/20 for CBS, also holding its lead-in but marginally behind NBC's ***Real People*** (13.2/21) and well behind ABC's ***Fall Guy*** (18.9/30). ***Two Marriages*** earned a 10.9/16, trailing ***Gimme A Break*** (14.3/22) and ***Family Ties*** (14.9/22) on NBC as well as ***Magnum P.I.*** (23.2/35) on CBS.

ABC won four nights: Sunday, once almost a CBS fiefdom, and Monday, Wednesday and Saturday. CBS took two, Thursday and Friday, both by wide margins and both with its regular lineups, while NBC's regular lineup, led by ***A Team***, took Tuesday.

ABC's Saturday night win was engineered by ***Hardcastle & McCormick*** (20.6/31) which with its biggest margin of the year surpassed both NBC's ***Knight Rider*** (16.2/24) and CBS's new ***Suzanne Pleshette is Maggie Briggs*** (14.8/23) and ***Four Seasons*** (13.7/20)—and by a repeat of the movie "The Spy Who Loved M[illegible]" (21.0/35). ABC won four nights to CBS's two.

The networks' combined rating totaled 47.4, the lowest since Christmas week. The dropoff—more than three points from their season-to-date averages—was blamed primarily on affiliate pre-emptions for syndicated Billy Graham Crusade presentations and for local and regional college basketball playoffs.

The week's ratings brought season-to-date standings to 18.2/28 for CBS, 17.4/27 for ABC and 15.1/24 for NBC. CBS has won 16 weeks, ABC six and NBC one, aside from the ABC-CBS tie. □

Rank	Show	Network	Rating/Share
1.	Dallas	CBS	26.8/42
2.	Dynasty	ABC	25.9/39
3.	Simon & Simon	CBS	25.2/37
4.	Magnum, P.I.	CBS	23.2/35
5.	A-Team	NBC	22.8/34
6.	60 Minutes	CBS	22.7/36
7.	Knots Landing	CBS	22.1/35
8.	Dark Mirror	ABC	21.9/34
9.	Hotel	ABC	21.8/37
10.	Falcon Crest	CBS	21.7/38
11.	The Spy Who Loved Me	ABC	21.0/35
12.	Hardcastle & McCormick	ABC	20.6/31
13.	Fall Guy	ABC	18.9/30
14.	Scarecrow & Mrs. King	CBS	18.7/27
15.	Jeffersons	CBS	18.6/27
16.	Webster	ABC	18.0/29
17.	AfterMash	CBS	18.0/28
18.	Newhart	CBS	17.7/27
19.	Alice	CBS	17.4/26
20.	Calamity Jane	CBS	17.0/28
21.	Riptide	NBC	16.8/25
22.	Benson	ABC	16.7/27
23.	Hill Street Blues	NBC	16.5/36
24.	Love Boat	ABC	16.4/25
25.	Knight Rider	NBC	16.2/24
26.	Trapper John, M.D.	CBS	16.0/26
27.	Cheers	NBC	15.8/23
28.	Facts of Life	NBC	15.7/24
29.	Little Darlings	NBC	15.6/24
30.	Dukes of Hazzard	CBS	15.5/25
30.	20/20	ABC	15.5/25
32.	Mike Hammer	CBS	15.3/28
33.	Foulups, Bleeps & Blunders	ABC	15.1/23
34.	Ripley's Believe It or Not	ABC	15.0/24
35.	Matt Houston	ABC	14.9/26
36.	Family Ties	NBC	14.9/22
37.	a.k.a. Pablo	ABC	14.9/22
38.	Suzanne Pleshette Show	CBS	14.8/23
39.	T.J. Hooker	ABC	14.5/25
40.	Stars Salute Olympic Team	NBC	14.5/22
41.	Three's Company	ABC	14.5/22
42.	Gimme A Break	NBC	14.3/22
42.	Night Court	NBC	14.3/22
44.	Automan	ABC	14.2/21
45.	Hart to Hart	ABC	13.6/24
46.	Blue Thunder	ABC	13.5/22
47.	St. Elsewhere	NBC	13.3/24
47.	Remington Steele	NBC	13.3/24
49.	Four Seasons	CBS	13.7/20
50.	One Day At A Time	CBS	13.4/21
51.	Fantasy Island	ABC	13.2/24
52.	Real People	NBC	13.2/21
53.	Airwolf	CBS	13.1/22
54.	Mama Malone	CBS	13.1/20
55.	Oh Madeline	ABC	12.8/20
56.	Buffalo Bill	NBC	12.2/18
57.	Mama's Family	NBC	12.1/20
58.	Lottery	ABC	12.1/18
59.	Silver Spoons	NBC	12.0/20
60.	Garfield Special	CBS	11.7/20
60.	We Got It Made	NBC	11.7/20
62.	Bugs Bunny Special	CBS	11.2/19
62.	Diff'rent Strokes	NBC	11.2/19
64.	Emerald Point, N.A.S.	CBS	11.1/19
65.	10	CBS	11.0/19
66.	Two Marriages	ABC	10.9/16
67.	Yellow Rose	NBC	10.8/20
68.	Mississippi	CBS	10.8/16
69.	Master	NBC	9.5/15
70.	New Show	NBC	7.0/12
71.	Legmen	NBC	7.0/11
72.	First Camera	NBC	5.1/8

WXPX(AM) West Hazleton, Pa. (see below). Action March 6.

■ WPNT(FM) Pittsburgh (92.9 mhz, 47 kw, HAAT: 890 ft.)—Granted assignment of license from Westinghouse Broadcasting and Cable Inc. to WPNT Inc. for $3 million cash. Seller also owns six AM's, four FM's, including co-located KDKA(AM) and six TV's, including co-located KDKA-TV. Buyer is Saul M. Frischling, former station owner and now president of H-F/Stone Inc., New York holding company. He has no other broadcast interests. Action March 6.

■ WQBQ(AM) Selinsgrove, Pa. (1240 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Riverside Media Inc. to David Bernstein, d/b/a Sunair Communications Inc. for $322,350, including $300,000 seller's note. Seller is owned by Douglas W. George. He also is majority owner of WHTF(FM) Starview, Pa., and minority owner of WTLQ(FM) Pittston, Pa. Buyer is former general manager and minority owner of WGVL(AM) Greenville and WSSL(FM) Gray Court, both South Carolina. Action March 1.

■ WXPX(AM) West Hazleton, Pa. (1300 khz, 500 w-D)—Granted assignment of license from Radio Action Co. to Guy T. Block for $320,000, including $100,000 cash, plus $20,000 noncompete. WXPX has app. to increase hours of operation to UHF pending, which, if unsuccessful, will reduce price $25,000. Seller is equally owned by Edward F. Genetti and the estate of his brother, Richard S. Genetti. Buyer is former owner of WCRV-AM Washington, N.J., which he sold three years ago ("Changing Hands," Dec. 22, 1980) and WFMV-FM Blairstown, N.J., which he sold recently for $560,000 ("Changing Hands, Aug. 8, 1983). Action March 6.

■ WPAL(AM) Charleston, S.C. (730 khz, 1 kw-D)—Granted transfer of control of WPAL Radio Inc. from John Pembroke (42.5% before; none after) to William Saunder (15% before; 57.5% after). Consideration, which also involves stock in another corporation, is $51,000 cash and $149,000 note. Other 42.5% is owned by D. Ward Wilson. Seller also owns WJQS(AM) Jackson, Miss. Buyer, along with Wilson, is applicant for new FM at North Charleston, S.C. Action March 1.

■ WHMT(AM) Humboldt, Tenn. (1190 khz, 500 kw-D)—Granted assignment of license from R.B. Management Corp. to Boyd Enterprises Inc. for $235,000, including $115,000 sellers note and assumption of $100,000 bank note. Seller bought station one year ago "For the Record," Oct. 18, 1982). It is owned by Robert B. Blow, who recently sold WYLQ(AM) Kingston, Tenn. (see "For the Record," Jan. 16.). He has 50% interest in 12 LPTV app.'s. Buyer is owned by F. Darrell Boyd, who is general manager of WHMT. Action March 1.

■ WEZF-FM Burlington, Vt. (92.9 mhz, 36 kw, HAAT: 2,700 ft.)—Granted assignment of license from Martin Broadcasting Inc. to Knight Radio Inc. for $4 million. Seller is owned by Donald G. Martin and family. Martin also owns WHO(AM)-WDRM(FM) Decatur, Ala. Buyer, Boston-based group owner of four AM's and three FM's, is owned by Norman Knight. Action Feb. 24.

■ WXAM(AM) Charlottesville, Va. (1240 khz, 1 kw-D, 250-N)—Granted assignment of license from Latora Broadcasting Inc. to Cavalier County Broadcasting Inc. for $415,973, including $100,000 cash. Seller is owned by Richard P. Latora, who has no other broadcast interests. Buyer is equally owned by Charles Mark Wilson and R.M. Coleman. Wilson is co-owner of Verona, Va., retail clothing store. Coleman is Staunton, Va.-based gynecologist. They have no other broadcast interests. Action March 5.

■ KRKO(AM) Everett, Wash. (1380 khz, 5 kw-U)—Granted transfer of control of Melvin Squyres and Dexter Taylor (48% each before; none after) to Everett Broadcasting Co. (none before; 100% after) for $1.1 million, including $770,000. Sellers have no other broadcast interests. Buyer is group of seven investors including Norman F. "Sparky" Taft, general manager and president, and Niles R. Fowler (25% each). Norman Taft is former national sales manager for O'Day Broadcasting, owner of KXA(AM)-KYYX(FM) Seattle and KORL(AM) Honolulu. His father, William R. Taft, owned KRKO for 35 years, during which Norman Taft was sales manager for eight years. William Taft sold station in 1976. Neither Fowler, who is Everett-based beer distributor, nor other investors have other broadcast interests. Action March 19.

Facilities changes

AM applications

Tendered

■ WCAS (740 khz) Cambridge, Mass.—Seeks CP to change freq. to 1090 khz, and change power to 5 kw. Ann. March 12.

■ WLSC (1570 khz) Loris, S.C.—Seeks CP to change hours of operation to unl. by adding night service with 250 kw; change freq. to 1240 khz, and make changes in ant. Ann. March 12.

Accepted

■ WYDE (850 khz) Birmingham, Ala.—Seeks MP(BP-790315AB) to change SL. Ann. March 9.

■ KNIX (1580 khz) Tempe, Ariz.—Seeks CP to make increase in critical hours power level to 50 kw (Cr./Hrs.) nondirectional. Ann. March 6.

■ KRLA (1110 khz) Pasadena, Calif.—Seeks MP(BP-16173, as mod.) to change TL, and make changes in ant. system. Ann. March 5.

■ WQIK (1120 khz) Jacksonville, Fla.—Seeks CP to change mod. to standard nightime, DA pattern. Ann. March 12.

■ WDDD (810 khz) Johnson City, Ill.—Seeks CP to change TL. Ann. March 12.

■ WFBM (1110 khz) Noblesville, Ind.—Seeks mod. of lic. to change SL and to operate trans. by RC. Ann. March 12.

■ KOH (630 khz) Reno—Seeks MP(BP-810128AJ, as mod.) to change TL for 5 kw daytime. Ann. March 12.

■ WTMJ (620 khz) Milwaukee—Seeks CP to change nighttime DA parameters and pattern. Ann. March 12.

FM Applications

Tendered

■ *WWFM (89.1 mhz) Trenton, N.J.—Seeks CP to change HAAT to 280 ft. Ann. March 5.

■ KCMA (106.1) Owasso, Okla.—Seeks CP to change TL: change HAAT to 1,005 ft., and make changes in ant. system. Ann. March 9.

■ KZEU (107.9) Victoria, Tex.—Seeks CP to change ERP to 100 kw. Ann. March 9.

■ *WJGF (91.5 mhz) Romney, W.Va.—Seeks CP to change freq. to 89.7 mhz, and change ERP to .109 kw. Ann. March 6.

■ WKZZ (100.1 mhz) Lynchburg, Va.—Seeks CP to change TL; change ERP to .466 kw; change HAAT to 647 ft., and make changes in ant. system. Ann. March 5.

Summary of broadcasting as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Accepted

■ KKJJ (103.9 mhz) Payson, Ariz.—Seeks mod. of CP(BPH-781227AE) to change TL; change ERP to 1.8 kw, and change HAAT to 393 ft. Ann. March 6.

■ KKGO (105.1 mhz) Los Angeles—Seeks CP to change HAAT to 2,900 ft. Ann. March 12.

■ *KXPR (90.9 mhz) Sacramento, Calif.—Seeks mod. of CP(BPED-820310AT) to change ERP to 50 kw; change HAAt to 500 ft., and change freq. to 90.9 mhz.

■ WMNF (88.5 mhz) Tampa, Fla.—Seeks mod. of CP(BPED-780814AR) to change ERP to 100 kw; change HAAT to 519.25 ft., and make changes in ant. system. Ann. Mar. 8.

■ New (93.5 mhz) Lahaina, Hawaii—Seeks CP to change TL; change HAAT to 1,307 ft., and change ERP to .16 kw. Ann. March 8.

■ KRBU (104.9 mhz) Pocatello, Idaho—Seeks mod. of CP(BPH-810731) to change TL, and change HAAT to 1,120 ft. Ann. March 12.

■ *WBUR (90.9 mhz) Boston, Mass.—Seeks CP to change TL, and to change ERP to 9.1 kw. Ann. March 12.

■ *WMAA-FM (91.3 mhz) Jackson, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 761 ft.; make changes in ant. system, and change trans. site. Ann. March 12.

■ WMAV (90.3 mhz) Oxford, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 1,244 ft., and make changes in ant. system. Ann. March 8.

■ WMAB (89.9 mhz) Mississippi State, Miss.—Seeks CP to change ERP to 63 kw; change HAAT to 1,084 ft., and make changes in ant. system. Ann. March 8.

■ WJSU (88.5 mhz) Jackson, Miss.—Seeks CP to change ERP to 100 kw; change HAAT to 204 ft., and make changes in ant. system. Ann. March 8.

■ KKEE (94.3 mhz) Alamogordo, N.M.—Seeks mod of CP to change TL; change ERP to 3 kw and change HAAT to 384 ft. Ann. March 8.

■ WKKJ (93.3 mhz) Chillicothe, Ohio—Seeks CP to change ERP to 22.1 kw. Ann. March 6.

■ WUBE (105.1 mhz) Cincinnati—Seeks CP to change ERP to 13.8 kw. Ann. March 8.

■ *WIRR (90.9 mhz) Virginia/Hibbing, Minn.—Seeks mod. of CP(BPED-830228AB) to change ERP to 20.8 kw, and change HAAT to 552.26 ft. Ann. March 6.

■ *WCAL-FM (89.3) Northfield, Minn.—Seeks CP to change ERP to 23.5 kw; change HAAT to 1,317.15 ft., and move ant. Ann. March 6.

■ KTXN (98.7 mhz) Victoria, Tex.—Seeks CP to change ERP to 100 kw; make changes in ant. system, and change HAAT to 245.6 ft. Ann. March 6.

■ WKEE (100.5 mhz) Huntington, W.Va.—Seeks CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. Ann. March 6.

TV applications

Accepted

■ New (ch.17) Tuscaloosa, Ala.—Seeks MP to change ERP(vis) to 1306.8 kw, (aur) to 130.68 kw; change HAAT to 607 ft., and move SL outside the community of license. Ann. March 12.

■ KTTY (ch. 69) San Diego—Seeks MP to change ERP-(vis) to 4,820 kw, (aur) to 482 kw; change HAAT to 1,952 ft.; and change TL. Ann. March 6.

■ KEKR-TV (ch. 62) Kansas City, Kan.—Seeks MP to change ERP(vis) to 1,950 kw, (aur) to 195 kw, and change HAAT to 1,120 ft. Ann. March 6.

■ KCHF (ch.11) Santa Fe, N.M.—Seeks MP to change ERP(vis) to 85.7 kw, (aur) to 17.1 kw, and change HAAT to 2,028 ft. Ann. March 5.

■ New (ch. 68) Humaco, P.R.—Seeks MP to change ERP-(vis) to 90.2 kw, (aur) to 9 kw; change TL, and change HAAT to 1,984 ft. Ann. March 5.

AM actions

■ WIQR (1410 khz) Pratville, Ala.—Granted app. for CP to change TL. Action Feb. 23.

■ WKAC (1080 khz) Athens, Ala.—Granted app. for CP to increase critical hours. Action Feb. 28.

■ KVVA (860 khz) Phoenix—Returned app. for CP to increase day power to 10 kw, and change to DA-2. Action March 6.

■ KEWQ (930 khz) Paradise, Calif.—Granted app. for mod. of CP(781030AJ) to reduce night power and make changes to ant. sys.